

## REMARKS

In response to 35.U.S.C.103a rejection of claims 68, 70 and 72 over Fan (US.5959577) and Hollenberg (US.6091956); and claims 69, 71 and 73 over Fan, Hollenberg and Kennedy (US.6301480), Applicants respectfully submit that Examiner fails to satisfy burden of proof to establish *prima facie* un-obviousness, since not all limitations of claimed invention are disclosed or suggested by the prior art. In particular none of cited references either singly or in combination teach or suggest essential limitation of “...*software providing access by the vendor processor to a video surveillance of the mobile buyer, thereby automatically enabling such video surveillance of the mobile buyer to be performed automatically by the software having adaptive personal-image visual recognition ability automatically to provide computer-implemented visual recognition indication of a personal image of such mobile buyer...*”

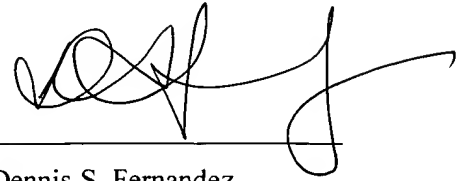
In 7/12/2006 final action Examiner argues that Fan and Hollenberg disclose such essential limitation; however, Applicants respectfully submit that Examiner mis-interprets such references for the following reasons:

1. Fan fails to teach “software providing access by the vendor processor to a video surveillance of the mobile buyer, thereby automatically enabling such video surveillance of the mobile buyer to be performed automatically by the software.” Although Fan displays navigational map data on LCD screen as shown in FIGs. 12 and 13, there is no “**video** surveillance” of the mobile buyer. As understood by one of ordinary skill in the art at the time of filing Applicants’ invention, the term “video surveillance” is well-defined to mean surveillance that is accomplished using conventional video technology, such as by using a video camera to observe a visual image and movement of a person. And because Fan does not use any camera (video or otherwise) to

monitor the mobile buyer, this reference cannot teach or suggest video surveillance particularly as required by Applicants' claims, notwithstanding Examiner interpretation to the contrary.

2. Hollenberg fails to teach "software having adaptive personal-image visual recognition ability automatically to provide computer-implemented visual recognition indication of a personal image of such mobile buyer." Although Hollenberg identifies user information, and generates situational information from a camera, there is no "visual **recognition**" of the mobile buyer. As understood by one of ordinary skill in the art at the time of filing Applicants' invention, the term "recognition" is well-defined to mean not mere identification of a person, but certain acknowledgment that the person is already known. And to accomplish visual recognition automatically according to Applicants' claimed invention, computer software accesses a video surveillance of the mobile buyer, then processes the video surveillance adaptively to recognize therefrom a personal image of the mobile buyer, thereby enabling automatic indication that the (already known) mobile buyer has been recognized visually by the software. In comparison, Hollenberg, which merely provides user identification and situational information, fails to recognize visually any mobile buyer, let alone use image-recognition software to recognize automatically a personal image of a mobile buyer from a video surveillance of the mobile buyer.

Respectfully submitted,



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